

## Marketing Associate

### Company

Ranked as the 323rd fastest-growing company in the US by Inc. Magazine, K2 Dental Arts is spearheading the dental industry shift from analog to digital across the United States, Canada and Puerto Rico. With beginnings at the UVA Darden School of Business, K2 takes a novel business approach to implementing cutting-edge custom manufacturing methods and high-touch customer problem-solving. Teamwork is paramount at K2 and has enabled the company's exponential growth; our informal and supportive work culture has a constant focus on performance and achievement.

### Responsibilities

You work with the design team, customer service team, and management to develop and execute the company's marketing strategy. The small team environment means your actions have significant impact immediately and the high growth rate means opportunity for advancement. You are interested in working primarily in marketing but with some exposure to sales functions as well. The following percentages can be tailored to an individual's ability and interest.

#### Digital Marketing - 50%

- Create inbound marketing campaigns to increase number of customers.
- Synthesize data, present findings, and then create new email and social media campaigns to continue K2's gain in market share.
- Manage multiple digital and social projects while working closely with the customer service team.
- Oversee all company websites (K2 and Paramount Dental Studio).
- Assist in guiding the design team (and innovate alongside them) to create physical and digital marketing materials, web pages, social media pages, and any client-facing content.
- Lead and participate in strategy development initiatives for clients and new business pitches.

#### Project Management – 30%

- Analyze data from across all marketing channels: email, social, chat, direct marketing, etc. and determine efficacy of particular marketing campaigns. Then adjust accordingly.
- Collaborate with K2's industry partners to promote shared goals.

#### Sales – 20%

- Speak and email directly with interested new clients to convert them to customers.
- Represent the company at trade shows, conferences, and study clubs.

### Characteristics and Experience

- Team Player. K2 is a very collaborative team.
- Excellent Written Communication. You generate succinct and meaningful content on a regular basis.

- Strong Analytical Skills - primarily regarding people but also numbers. You will understand K2's different customer profiles, who they are and how they think and in turn, craft marketing content that speaks to them.
- Self-Motivated. In a small team that is quickly growing, opportunity abounds but there are no layers of management and written protocols stating exactly how things work. You like to figure out new things quickly and do so without prompting from the people around you.
- Proficiency with digital. You must operate the latest marketing software and navigate the digital marketing world of email, social media, etc. with confidence.
- Bachelor's degree required. Entry-level role

#### **What You'll Gain**

- Exposure to inner workings of a successful startup
- Experience in a high-performing team
- Interaction directly with clients
- Opportunity to build a brand yourself rather than assist someone else in building it
- Large amount of experience in a short period of time